



# Recycle & Reward Scheme 2016/17

## Frequently Asked Questions

**Q. Isn't this a waste of Council money when so many cuts are being made?**

A. No, this is not being funded by MKC. In 2015 MKC were awarded a grant from the DCLG to run a recycling incentive scheme. Last year we ran a reward scheme where residents played an on-line waste/recycling sorting game and then vote for one of 13 local charities who would receive £1 per vote. There were bonus payments for the charities if the total recycling from pink sacks tonnage increased over the year, if the tonnage for food and garden waste collected went up and if the tonnage for the waste collected in black sacks went down. Unfortunately, only the food and warden waste tonnage increased so the charities only got an extra £1 per vote in bonus payments. So, "Have you Fed Your Green Bin?" campaign is phase 2 of the reward incentive where the rewards will go directly back to the community via the Town/Parish/Community Councils. This is totally funded from the DCLG grant.

**Q. How is the food waste measured to calculate the bonus payments?**

A. The collection rounds have been broken down into property numbers per Parish per vehicle and a % apportioned to each Town/Parish/Community Council accordingly. The tonnage of food and garden waste collected each day is recorded per vehicle and the appropriate % will be allocated to each parish based on the above calculation. The bonus payments will be paid based on any increase of food and garden waste collected during December 2016, January and February 2017 on that collected over the same 3 months of the previous years.

**Q. Isn't it unfair on the smaller Parishes that don't have many properties?**

A. No. As above, the payment and rewards are based on "per property per Parish" so it is not a competition between the Parishes.

**Q. Why is the monitoring period only over 3 winter months when people don't use their green bins?**

A. This is the time when there is least garden waste so the green bins that are presented should include food waste and will be easy to monitor for food waste in the bins! Lots of people don't like to put their food waste in the green bin if there is no garden waste so it is an ideal time to try to encourage residents to change their habits and let them know its ok to put just food waste in the green bin.

**Q. What can the Town/Parish/Community Council spend the money on?**

A. The initial payment must be spent on promoting food waste and engaging with the community on food waste & recycling. Bonus payments can be spent on anything that will directly benefit the community – bulbs, plants, benches, play area or sports equipment, litter or dog waste bins etc. which will be maintained in the future by the Town/Parish/Community Council (not MKC) It can also be spent on community events such as a street party, fair etc.

**Q. What has #chipitinthebin got to do with recycling food?**

A. This is a way of raising awareness on food recycling with a twist. By working in partnership with Heart Radio and through social media we hope to reach a different audience than we would normally through our usual means of communication. Feedback from local authorities who have previously ran reward/incentive schemes shows that the campaign message/s do not reach new people or change the habits of those who do not recycle. The main change is that the people who currently recycle will recycle a little more. We estimate that 40% of the material in black sacks could be food waste and that

only 25% of food waste is being put in the green bins so we really want to try to get his message to as many people as possible via as many communication means as possible – newspaper, door-stepping, post-cards, leaflets, posters, videos, Heart Radio, MKC website, Facebook, Twitter and a “food scraps” recipe book by local chefs.

**Q. Why isn't there a reward for residents recycling their food waste?**

A. Again, with feedback from other local authorities who have ran reward schemes, individual incentives/rewards do not attract new recyclers and for those who do recycle, they said a financial reward is not as important as the recognition of them “doing the right thing”. Hopefully, where more people are targeted, more will recycle their food waste and the whole community will benefit through the work put in by Town & Parish Councils.

**Q. What caddy liners can I use?**

A. Purpose-designed paper liners and corn starch liners meeting standard EN13432 can also be used. See additional information sheet on caddy liners and visit our website for stockists.

**Q. What is the cost difference to dispose of food waste in the green bins vs. putting it in the black sack?**

A. Its costs £46 per tonne to dispose of food and garden waste in the green bins vs. £102 per tonne via the black sack. So it costs over twice as much to dispose of is food waste is put in the black